

## 2012 Year-End Report:

### DECISION SUPPORT TO EXPANDING AND RELOCATING COMPANIES

- MassEcon provided customized support to **62** companies that were associated with approximately **5160** jobs; Customers of MassEcon's Site Finder Service sought **4.7 million SF** of space and **125** acres of land; **48** of these companies are still active projects.
- KLT Industries (Webster), Phoenix Communications (Shrewsbury), Netwatch (Watertown), FIBA Technologies (Littleton), Aquaback Technologies (Tewksbury), Gridco (Woburn), and Vecna Technologies (Cambridge) all made commitments to expand.
- Under the Team Massachusetts umbrella, **8** MassEcon members volunteered services that included mapping, design, construction, real estate, and research expertise to companies considering MA as expansion location.

### MASS ECON CONFERENCES AND FORUMS

- Hosted Annual Conference, *Five Trends That Have Changed the Economy Forever: Why This Matters for Massachusetts Companies*, featuring executives from the **Winter, Wyman Companies; Brandeis University International Business School; iRobot; IBM; and Aspect Software.**
- Hosted member meetings with featured speakers including:
  - **Alan Clayton-Matthews**, Professor and Director of Quantitative Methods in the School of Public Policy and Urban Affairs, Northeastern University
  - **Ken Brown**, Executive Director, Massachusetts Office of International Trade & Investment
  - **Glen Comiso**, Deputy Director for Institute Affairs, Massachusetts Institute of Technology
  - **Roger Berkowitz**, CEO & President, Legal Sea Foods (thanks to **Nutter** for hosting!)
  - **Bruce Morton**, CMO, Allegis Group Services
  - **Pamela Goldberg**, CEO of Massachusetts Technology Collaborative
- Provided members with peer expertise through MassEcon Roundtables:
  - *New Balance Roundtable* hosted at their Brighton offices with a **New Balance** presentation on their New Brighton Landing project.
  - *Food Industry Roundtable* hosted by **Citizens Bank** with presentations by **Sysco Boston, Griffin Publishing, Foley Fish and Taza Chocolate.**
- Organized presentation for members by **Assistant Secretary of Economic Development** April Anderson Lamoureux and Alicia McDevitt, Deputy Counselor of **MassDEP**; hosted by **IBM Innovation Center**
- Co-hosted with member **IBM** and MassInno *Connecting Companies with Capital* at IBM Innovation Center in Waltham

### NINTH ANNUAL TEAM MASSACHUSETTS ECONOMIC IMPACT AWARDS

- MassEcon honored companies statewide that invested in the Commonwealth through job creation, facility expansion, and community involvement. Gold, Silver and Bronze awards were presented to 15 companies from five Massachusetts regions, in addition to the Rising Stars Awards, the Connecting Massachusetts Award and Global Gateway Award..
- Governor Deval Patrick spoke to more than 400 attendees - breaking attendance records.

### MASSACHUSETTS AMBASSADORS

- Fourth Annual **Corporate Welcome Reception** at Genzyme in Cambridge. MassEcon and Secretary Bialecki welcomed executives from **DPS Biometrics, Hadapt Inc, Inspiration Biopharmaceuticals, Japan Airlines, Matrigen LLC, MIDAC Corporation, Navidea Biopharmaceuticals, Netwatch, Russian Venture Company-USA, and Wegmans Food Markets** as new additions to the Commonwealth's business landscape.
- Ambassador activities included:
  - Michael Tamasi, President of **Accurounds**, serving as an industry mentor to a budding artisan cutlery manufacturer
  - Wayne Canty, President of **Heat Trace Products**, accompanying MassEcon to Chicago to meet with corporate location advisors about the assets of Massachusetts
  - Sue Johnson of **Liberty Mutual** providing peer perspective to an eastern MA technology company on the benefits of the Springfield area for a customer service operation
- Achieved Ambassador Program goals established in *An Economic Development & Strategic Plan for the Commonwealth*.

**PRESENTATIONS**

- Presented report on Ambassadors initiative to the **Mass Marketing Partnership Board**
- Represented MassEcon at roundtable on international air travel held by **Massport, MOITI, and Governor**.
- Served as panelist at the **Old Colony Crossroads Collaborative Economic Development Tools for Real Estate Expansion** forum in West Bridgewater.
- Served as a panelist at **MassDevelopment's** economic development academies in Fall River, Lawrence, and Devens.

**BUSINESS DEVELOPMENT - TRADE SHOWS & SITE SELECTOR RECEPTIONS**

- **CoreNet Global Summit in San Diego and Orlando** with Team New England
- **BIO International Convention in Boston** with Massachusetts Business Resource Team
- **Medical Device and Manufacturing (MD&M) East Conference in Philadelphia** with Team New England
- **Site Selector Reception in Chicago** hosted by MassEcon
- **Site Selector Reception in Philadelphia** hosted by MassEcon

**REGIONAL & LOCAL PARTNERSHIPS**

- Serve on board of New England Economic Partnership
- Serve on board of 495/MetroWest Partnership
- Participate in Economic Development Partnership meetings in Western Massachusetts
- Convened members in Quincy to learn about New Quincy Center development project

**READYMASS INITIATIVE**

- Through work of Location Support Committee, conducted outreach and selected **8** new properties for MarketReady status. Properties are posted at [www.massecon.com/readymass](http://www.massecon.com/readymass)
- Showcased properties at site selector forums and industry trade shows throughout the year

**MARKETING AND SOCIAL MEDIA**

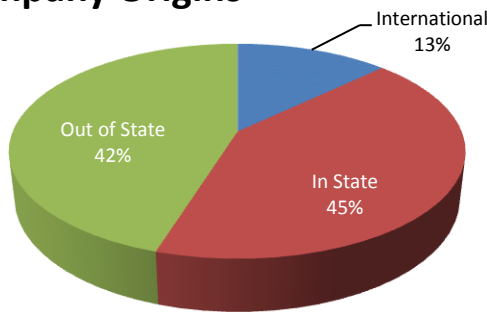
- Established a robust following of nearly 1,300 on Twitter.
- Maintained a presence on Facebook
- Serve as board member of Massachusetts Marketing Partnership
- Continued partnership with *Stay in MA* initiative for MassEcon events
- Secured coverage of awards luncheon in Boston Business Journal, Boston.com, and regional outlets.

**NEW MEMBERS**

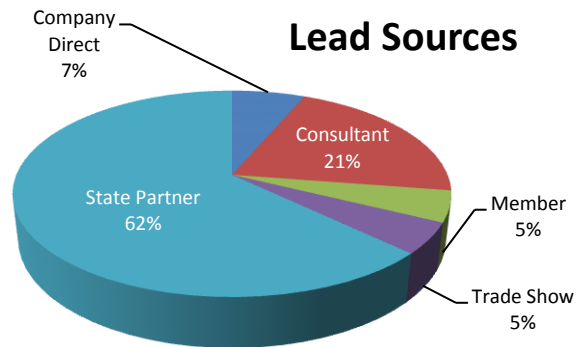
- Worcester Polytechnic Institute, TD Bank Group, and Suffolk Construction

**COMPANIES SERVED**

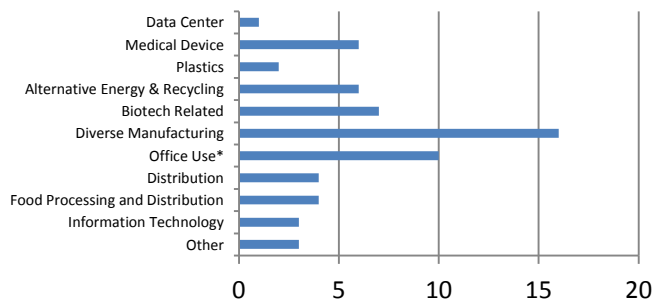
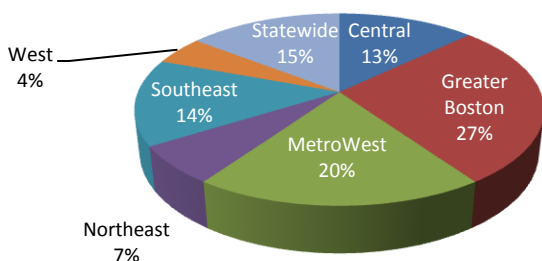
**Company Origins**



**Lead Sources**



**Search Request by Region**



\*Includes one call center